

Talking Trash & Taking Action

Interactive Activities to Engage Anyone, Anywhere

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- Ocean Conservancy's Education & Outreach Resources
- Valuable time: Activities to try , from 2 hours or 20 seconds!
- Additional tips
- Future work



What is the *main* cause of marine debris in the ocean?



- A.) Land-based waste such as littering
- B.) Ships dumping trash into the ocean
- C.) Plants and animals in the ocean
- D.) Tsunamis, hurricanes and tornados (storms) blowing debris into the ocean





The “Great Pacific Garbage Patch” is most like...



- A.) A floating island of trash you can see from space
- B.) A plastic soup
- C.) A place for ships to take their trash
- D.) All of the above





12.1 MILLION
volunteers



228 million
pounds of trash



396,000
miles

31
YEARS

153
COUNTRIES

244
MILLION ITEMS

Tracking the types & amount of marine debris

- Volunteer data card
- Clean Swell app

www.CoastalCleanupData.org

VOLUNTEER OCEAN TRASH DATA FORM

HERE IS HOW IT WORKS:

- 1 CLEAN UP TRASH & COLLECT DATA
- 2 ORGANIZE & ANALYZE DATA
- 3 PUBLISH RESULTS
- 4 REDUCE OCEAN IMPACT

TRASH COLLECTED

Example: 4/11/11

WASTE	QUANTITY	TYPE OF WASTE
Aluminum	1	Food
Plastic	10	Other
...

COASTAL CLEANUP

Coastal Cleanup is a 501(c)(3) nonprofit organization dedicated to protecting the world's oceans and coastal resources. We are currently accepting applications for 2011 Coastal Cleanup participants. For more information, visit www.CoastalCleanup.org.



CLEAN SWELL
Every Piece Matters

ADD ITEM REMOVE ITEM

Weight of the Whale
LEVEL 1

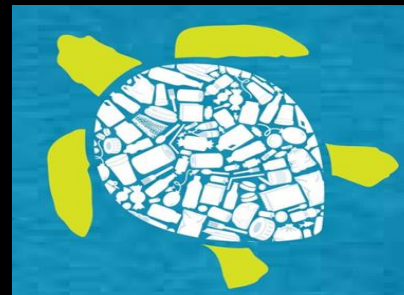
Facebook, Twitter, Instagram icons

CREATE A CLEAN SWELL



Trash Free Seas Program® Outreach

Turning cleanup data into digestible lessons & behavior change



DEADLIEST OCEAN TRASH

TO:

- 1 Fishing gear
- 2 Plastic bags & utensils
- 3 Balloons
- 4 Cigarette butts
- 5 Bottle caps

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6 DEGREES OF SEPARATION

How does trash travel?

- 1 Plastic bag from a store in the city
- 2 blows from a trash can
- 3 into a storm drain
- 4 travels through pipes and downriver
- 5 into the ocean
- 6 where marine wildlife mistakes it for food.

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If you have...



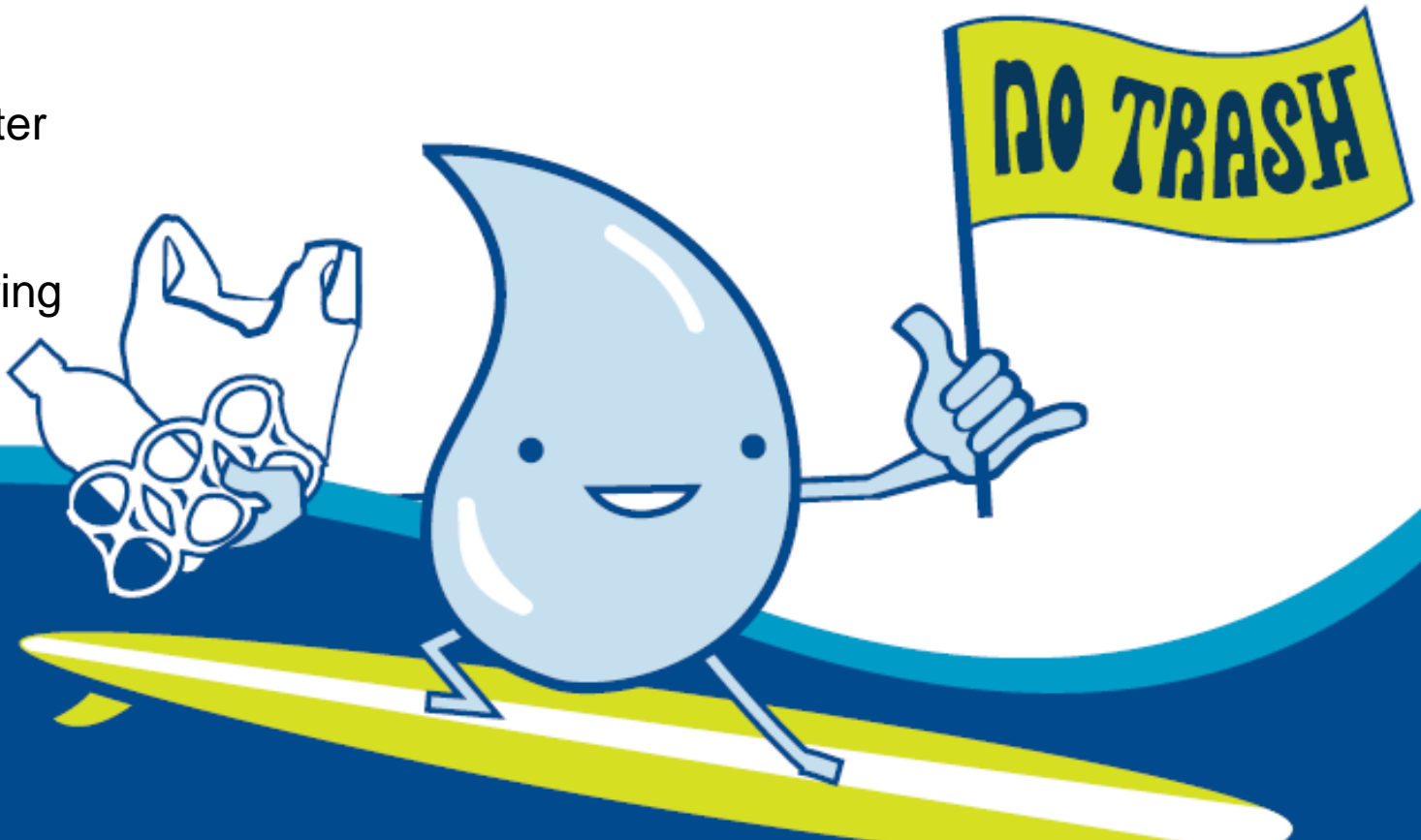
2 hours

Talking Trash & Taking Action + Cleanup!

www.OceanConservancy.org/ed

Where?

- Classroom
- Nature Center
- Library
- Schoolyard
- ..any gathering space!





Colombia, EcoPazifico



India, Coast 2 Coast



USA, Ocean Conservancy



Mauritius, Belle Verte



If you have...



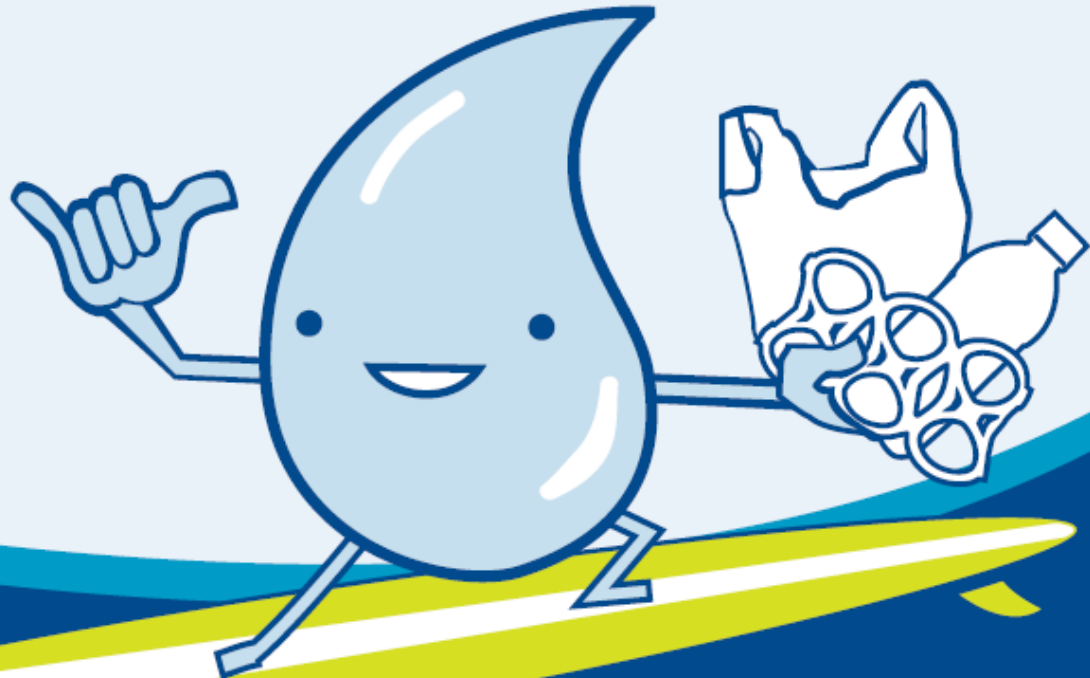
30 minutes

Top 10 Marine Debris Lineup

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Where?

- Classroom
- Nature Center
- Library
- Park
- Beach
- ..anywhere with space to form a line!



TOP 15 MARINE DEBRIS ITEMS

RANK	MARINE DEBRIS ITEM	TOTAL COLLECTED	FUN FACT
1	Cigarette Butts	2,043,470	That's enough cigarettes that when laid end to end, they are the same length as 4,257 school buses. Did you know these butts (the filters) are actually made from type of plastic called cellulose acetate?
2	Food Wrappers	1,685,422	Did you know that most food wrappers, including chip bags and candy wrappers are actually plastic? (See Marine Debris Composition to learn more.)
3	Plastic Beverage Bottles	940,170	That's enough beverage bottles to give every fan attending the Super Bowl 11 sodas.
4	Plastic Bottle Caps	847,972	That is enough bottle caps that when laid end to end, they would cover 3 football fields.
5	Straws/Stirrers	555,007	In the United States alone, 500 million straws are used and thrown away every single day. (www.ecocycle.org/bestrawfree).
6	Plastic Grocery Bags	441,493	That's enough grocery bags that when combined, they weigh more than a pickup truck.
7	Glass Beverage Bottles	394,796	All glass bottles can be beautiful and are great for reusing as vases or for other craft projects.
8	Other Plastic Bags	389,088	These include garbage bags, sandwich bags, clothing store bags, newspaper bags and more.
9	Paper Bags	368,746	It is estimated Americans consume more than 10 billion paper bags each year (www.inteplastus/ibs/inteGreen/facts.html). That's a lot of bags!
10	Beverage Cans	339,170	Did you know once recycled, an aluminum can becomes a new can in as little as 60 days (www.kab.org/site/PageServer?pagename=recycling_facts_and_stats)?
11	Plastic Lids	312,996	This category includes lids for to-go drinks such as soda and coffee.
12	Metal Bottle Caps	304,638	Metal bottle caps are great for crafts. Collect metals caps to use as decorations for picture frames or games like checkers.
13	Plastic Cups and Plates	282,743	That is enough cups and plates to host a block party for every single person in Newark, New Jersey.
14	Plastic Takeout Containers	234,692	Next time, think about reusing these to-go food containers for storing things such as baseball cards or craft supplies.
15	Other Plastic/Foam Packaging	233,595	This category includes plastic tarps, crates, fishing bait containers and the foam packaging that surrounds new appliances and electronics. While it may seem crazy, ever foam is a type of plastic!

Please visit www.oceanconservancy.org/our-work/international-coastal-cleanup for the most up to date Top 10 List or www.coastalcleanupdata.org to find out your local top debris items found.

TOP 10 ITEMS COLLECTED



1. CIGARETTE BUTTS
1,863,838



2. PLASTIC BEVERAGE BOTTLES
1,578,834



3. PLASTIC BOTTLE CAPS
822,227



4. FOOD WRAPPERS
762,353



5. PLASTIC GROCERY BAGS
520,900



6. PLASTIC LIDS
419,380



7. STRAWS, STIRRERS
409,087



8. GLASS BEVERAGE BOTTLES
390,468



9. OTHER PLASTIC BAGS
368,655



10. FOAM TAKE-AWAY CONTAINERS
365,584

2016 International Coastal Cleanup



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If you have...



5-10 minutes

Rubber Band Entanglement

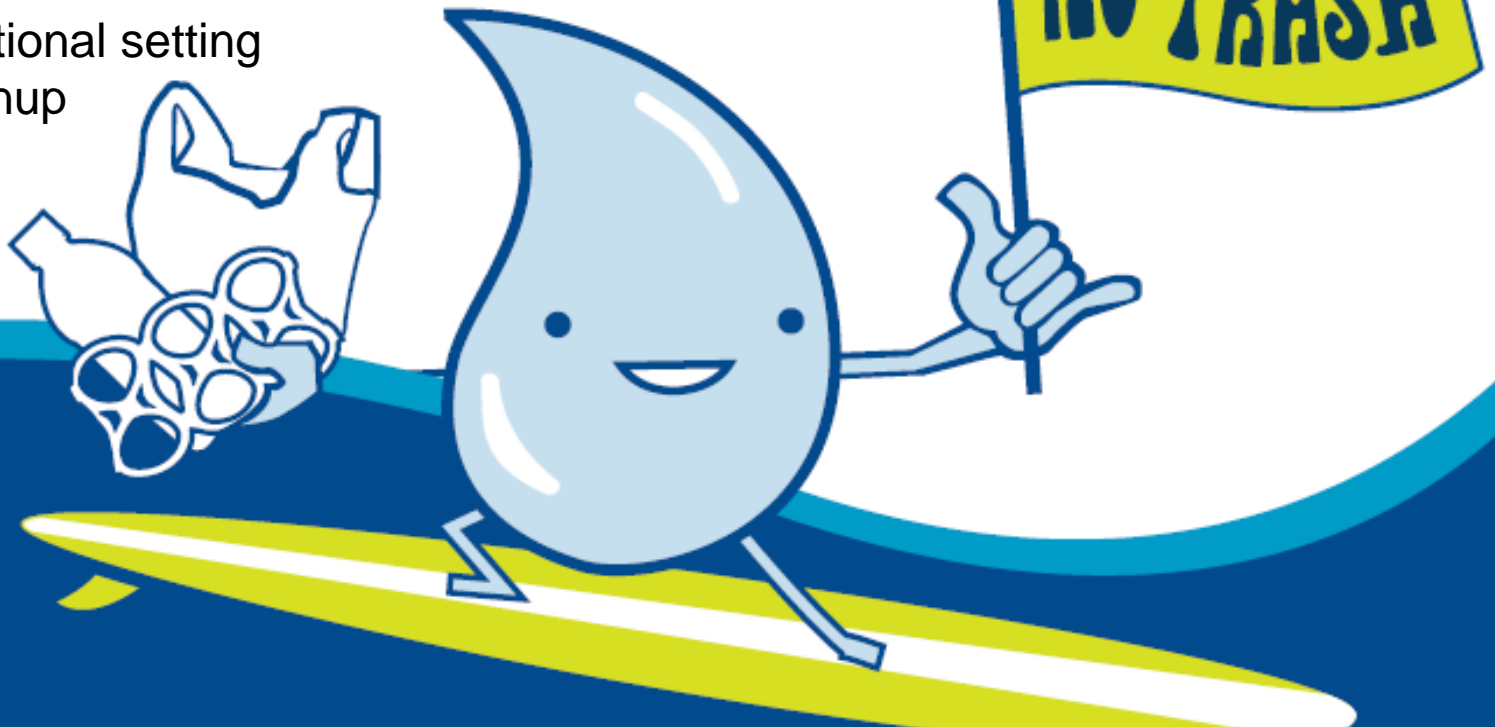
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-or- Prevention Corners

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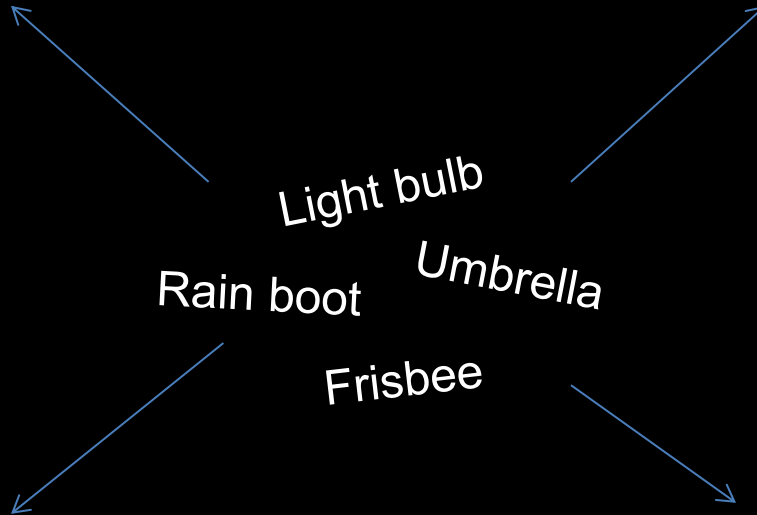
Where?

- Any educational setting
- Small cleanup



Reduce

Reuse



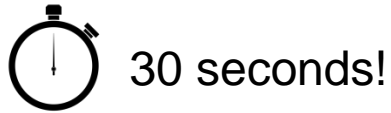
Recycle

Other

- Upcycle art
- Donate
- Dispose of properly
- Return to owner



If you have...

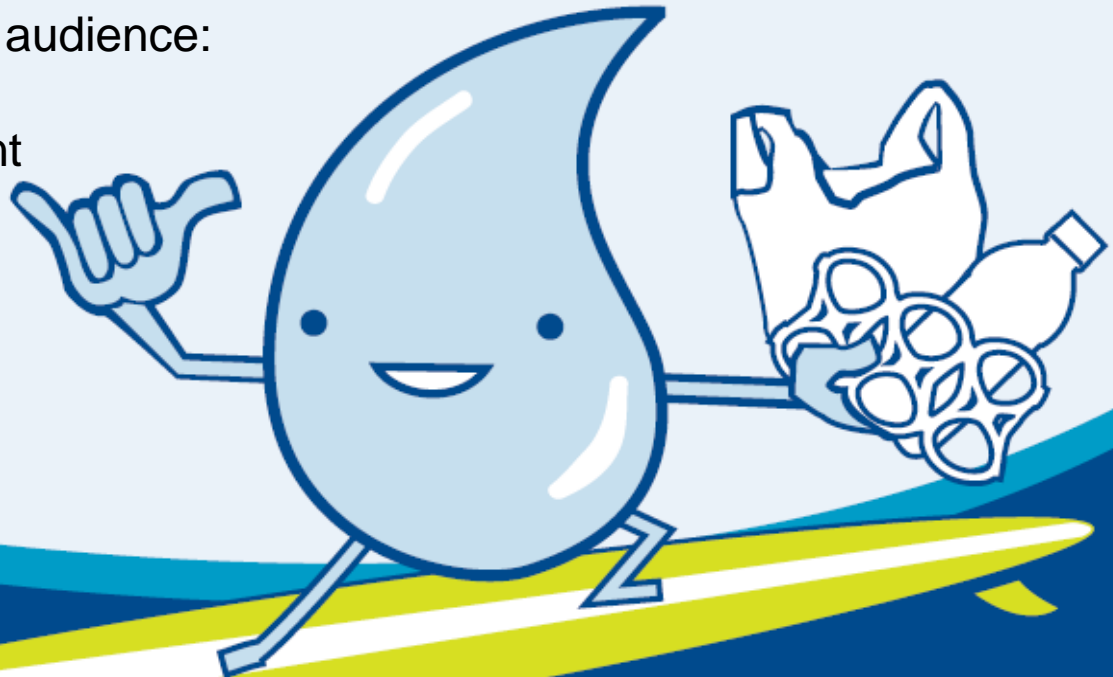


Show & Share Visuals

Pick one message, item, entry point that is relevant to the audience

Where?

- Any access point for your audience:
 - tabling event
 - beach or park access point
 - pier
 - nature center or library display





Ocean Conservancy's RECYCLING DECODER

Not all plastics are recycled equally. Before you toss it, check the number on the bottom—it tells you the type of plastic, the key to recyclability.

- Recyclable through most curbside programs**
- 1 water/soda bottles
 - 2 peanut butter jars
 - 3 microwavable trays
 - 2 milk jugs
 - 2 detergent containers
 - 2 shampoo bottles
 - 5 yogurt tubs
 - 5 bottle caps
 - 5 ketchup bottles

Recyclable through outside programs. Grocery stores will often accept these items.

- 2 plastic bags
- 4 dry cleaning bags
- 4 newspaper bags
- 4 shrink wrap

Tip: Keep plastic bags in your reusable shopping bags so you'll remember both on your trip to the store.



Always remember to rinse out your recyclables. Removing food residue will ensure everything you throw in the bin gets another life—and clean bottles keep your bin smelling fresh!

Difficult to recycle

- 3 berry containers
- 3 deli meat packaging
- 3 PVC pipes
- 6 plastic cutlery
- 7 plastic foam takeout boxes/cups

Other, including bio-plastics. Bioplastics are made from renewable materials, but many recycling systems are unable to process them at this time.

Note: Recycling systems vary by location. This guide is based on research and best practice—for specific recommendations, consult your local curbside program guidelines. Searching "[your city] + recycling" online should get you the information you need. Visit ocean.org/recyclingguide for more.



HELP PROTECT SEA TURTLES!

When you Take 5, you make a difference for animals such as endangered sea turtles by preventing and removing trash that pollutes our beaches and waterways.



IT'S EASY TO TAKE 5 FOR TURTLES:

- 1 TAKE 5** seconds longer to scan your area before you leave. Is it clear?
- 2 PICK UP 5** trash items to leave the beach cleaner than it was when you arrived.
- 3 LEAVE 5** items at home. Some things are best kept indoors.
 - Packaging:** Unwrap new toys before you hit the beach.
 - 6-pack Rings:** Remove the plastic rings and pack drinks in a reusable cooler.
 - Straws:** Skip the straw and bring your drink in an insulated bottle.
 - Balloons:** Celebrate outdoors with bubbles or flower petals.
 - Plastic Bags:** Don't lose your bag to the wind! Pack a backpack instead.
- 4 TELL 5** friends that they can join the movement by downloading the Clean Swell app.
- 5 HIGH 5!** You're making a difference for our ocean – go ahead and brag about it.

FIND US!

For more details about **Take 5 for Turtles** and how to join a cleanup, visit www.OceanConservancy.org

What's Next

- Marine debris education & outreach repository
- Electronic, replicable resources
- Improved metrics on impact- What is success?
- Reaching the unexpected audiences
- Empowering youth



Thank You!



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www.OceanConservancy.org/ed



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